



## A Message to SIMMONS DEALERS

**T**HE important thing to you about a *bed* is getting it *profitably sold* to a *satisfied customer*. The vital thing to you about your *business* is to win *public confidence* in the *intrinsic value* of the *staples* constituting the *bulk* of your turnover.

Unless you do gain and merit confidence, you have to cut prices on your staples to draw trade. And such price-cutting is *profit-cutting* on the biggest end of your business — for which the gains from occasional sales of luxury items cannot compensate you.

Beds are staples. *Simmons* beds are staples with an *established* intrinsic value. When you buy from *Simmons*, you buy *beds PLUS A MARKET* — created by Simmons National Advertising and Merchandising Service. For we appreciate that the Science of Trade is not only selling *to* you but is also selling *for* you.

Dealers who have the foresight to form an active, *profit-preserving* alliance with Simmons Company, will find, year by year, an increasing bread-and-butter-metal-bed-business *flowing automatically* through their stores — and with a standardized living margin.

*J. G. Simmons*



# A Fair Margin of PROFIT on Every SALE



**FURNITURE DEALERS:** We have outlined to you on the front page of this circular what is perhaps the *most important economic statement* of fact that can be placed before the furniture trade today.

And we ask your attention — your close study — to these two pages here which *amplify the message on the first page* and which we believe will point out to you a course of action so clear that every furniture dealer in America will follow it.

The net fact of this discussion and this message is that we stand for the *retailer getting a fair margin of profit on every sale he makes*.

We believe in this because every circumstance and condition in the retail trade proves the need of it. We come to this conclusion after being in the furniture business close to half a century, and we announce this doctrine for the *first time* because we believe the furniture trade, the consuming public and Simmons Company *are in position for the first time in a half century to follow this doctrine as an absolute Business Creed*.

Standardized Retail Profits are best for the consumer, the dealer and Simmons Company. It is because the management of Simmons Company is absolutely convinced of this that we send this word to you.

If we acknowledge the truth to ourselves, we must admit that cut prices have been used because the furniture retailers have assumed that *price alone talks*.

Now that you have a Simmons *patent-protected* product, out of the reach of competitors, giving merchandise *variety* and *value* for the money that cannot be duplicated by any other manufacturer, *cut price becomes no longer a necessity to attract trade*.

The biggest change in the furniture business, then, comes from the fact that steel beds no longer have to be sold on a *price basis*. Instead they are sold on Appearance, Construction, Finish, *Inherent Merit* and Variety of Selection—features that must be the great point of interest to the American public of one hundred millions of people.

The *fair price* of Simmons products is the result of Simmons policy. For it must be evident to every observing retailer that with a *patent-protected product*, out of the reach of competition, there is opportunity for *arbitrary pricing* and *arbitrary profit taking*. Simmons Company, however, has determined that fair prices in every community shall characterize this highest development of furniture manufacturing because it is sound business sense.

This is the reason why: In the last analysis this principle of pricing will secure for Simmons Company and Simmons dealers such a hold on the patronage of this country as to be *positively unassailable*.

This, then, is the *great thought!*

The important *news* to the American family, to the American man and woman, are the *new features* now offered for the first time in the history of the metal bed industry. These features, *these* attractions, mean more to the women of this country, who are the principal buyers, than any lure or cut price bait *possibly can*.

We repeat—the features that will interest the American woman are the Appearance, the Construction, the Finish and the Variety of Selection; so that whoever cuts price now when the other attractions mean so much more to the buying public, *does it blindly, unthinkingly and to his own loss*.

CUT PRICE IS NO LONGER THE ONLY INDUCEMENT THAT THE FURNITURE DEALER HAS AT HIS COMMAND. CUT PRICE NEED NO LONGER BE THE MAINSPRING OF YOUR ADVERTISING.

Because,

We first have produced for you merchandise of an originality, attractiveness and intrinsic merit *never before known to dealers or consumers*.

Then,

We give to the retailers, without a cent of cost to them, an advertising and window trimming service which, if utilized, will *bring more customers* to the retailer's store than the old-time plan of cut price ever could have.

We can admit here to ourselves that the *claim* of cut price has been an expedient resorted to by many dealers with which these dealers have been *largely fooling themselves*. Their claims have been so extravagant, their statements have been so radical, that the *public has ceased to believe them*.

*Business, therefore, needs a new kind of tonic*. The old methods of attracting trade by advertising cut price are *passee*; they are out of date; they have lost their magic—their pulling power. Simmons now comes along with an *improved steel bed* such as the American woman has never seen before. Simmons is telling the great news of the improved product *to every family* in this country. Simmons is *standardizing the value* of Simmons merchandise, and by putting the name of Simmons on every bed, is giving every bed the *Simmons guaranty*.

In a word, Simmons has made the best merchandise the furniture world has ever known. Simmons has given this merchandise the broadest market the furniture world has ever known, through national advertising. Then, finally, Simmons is giving dealers a selling aid in newspaper advertisements and window trimming service that guarantees a thorough use of the national advertising by the retail dealer.

The shrewdest dealers in this country welcome the new era—the change from cut prices, *which are cut profits*, to sane methods in advertising and selling, which guarantee every dealer his fair measure of profit, which is his real ultimate *success*.

As the dealer makes profits and *succeeds*, he can improve his store, its methods and *its service*. He will take better care of *his* customers and *our* customers. He will become a *better merchant*. In the last analysis, the dealer who makes a fair profit becomes a better server of the consumer and he becomes a better customer of Simmons Company.

IN OUR MUTUAL INTEREST WE BELIEVE IN STANDARDIZED RETAIL PROFITS AND WE SUBMIT THIS BOOK TO YOU TELLING OF SIMMONS NEWEST PRODUCTS ON THAT BASIS.

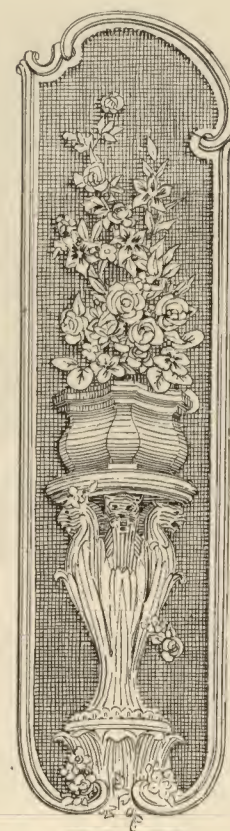
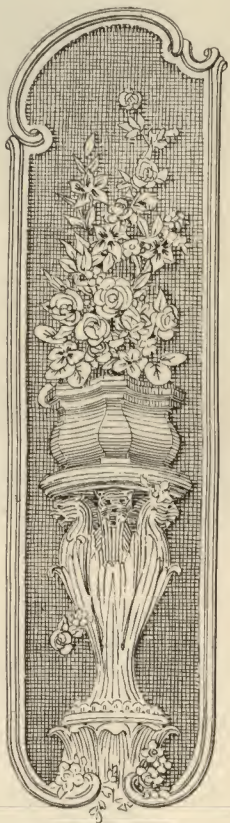
KENOSHA

**SIMMONS COMPANY**

*The World's Largest Makers of Metal Beds and Springs*

SAN FRANCISCO





**Number 1838**  
**Steel Bed**  
Widths, 3-6, 4-6

Pillars, 2 inches square; top rod, 2 inches square; bottom rod 1 1/4 inches square; fillers, 1 inch square; height of head, 49 inches; height of foot, 35 1/4 inches; panels in head, 34 x 21 inches; panels in foot, 34 x 17 inches; hand rubbed ivory finish; cane panels in foot; approximate shipping weight, 207 pounds.



**Number 1840**  
**Steel Bed**  
Widths, 3-6, 4-6

Pillars, 2 inches square; top rod, 2 inches square; bottom rod, 1 1/2 inches square; filling rods, 1 inch square; height of head, 48 1/2 inches; height of foot, 36 inches; hand rubbed wood finishes or ivory finish; approximate shipping weight, 205 pounds.



**Number 1837**  
**Steel Bed**  
Widths, 3-6, 4-6

Pillars, 2 inches square; top rod, 1 1/2 and 2 inches square; bottom rod, 1 1/4 inches square; fillers, 1 inch square; panel in head, 27 x 19 1/2 inches; panel in foot, 27 x 16 inches; height of head, 49 inches; height of foot, 35 1/4 inches; hand rubbed ivory finish; approximate shipping weight, 202 pounds.



**Number 1841**  
**Steel Bed**  
Widths, 3-6, 4-6

Pillars, 2 inches square; top rod, 1 1/2 inches square; bottom rod, 1 1/4 inches square; fillers, 1 inch square; height of head, 50 inches; height of foot, 36 inches; panel in head, 6 x 50 inches; panels in foot, 6 x 50, 12 x 15 1/2 inches; approximate shipping weight, 192 pounds.



**Number 1844**  
**Steel Bed**  
Widths, 3-0, 3-6, 4-0, 4-6

Pillars, 2 inches square; top rod, 1 1/2 inches square; bottom rod, 1 1/4 inches square; panel, 17 inches x 50 inches; height of head, 48 inches; height of foot, 34 inches; hand rubbed wood finishes or ivory finish; approximate shipping weight, 195 pounds.





**Number 1893**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches with 2-inch square center; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 55¾ inches; height of foot, 34 inches; approximate shipping weight, 100 pounds



**Number 1883**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 50 inches; height of foot, 34 inches; approximate shipping weight, 102 pounds.



**Number 1880**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 58 inches; height of foot, 36 inches; approximate shipping weight, 107 pounds.

# Why Simmons Steel Beds *make*



**T**HESE are Simmons *Steel Beds*—the beds which, through national advertising, the American woman has come to realize are *unlike any beds she has ever seen or heard of before*.

Simmons improved method of processing steel means to the retailer *more* than an epoch-making advance in bed design and finish. It means that Simmons Steel Beds stand *in a class by themselves*.

It means that from the cheapest types to modes of supremest elegance, *each* style of Simmons Steel Bed outrivals *any* other make of approximately equal price.

And it is because of this admitted superiority of Simmons Steel Beds that there is no unusual effort involved for *you* in getting them *profitably sold to satisfied customers!*

For, in addition to the unprecedented *merchandising* aid that Simmons gives, Simmons patent-protected improvements in *steel bed construction* give you *beds which are virtually beyond the reach of competition*.

## *These Are Standardized Bed Styles*

**Number 1864**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 50 inches; height of foot, 34 inches; approximate shipping weight, 93 pounds.

**Number 1850**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches square; bottom rod, 1½ inches square; filling rods, 1 inch square; height of head, 50 inches; height of foot, 34½ inches; approximate shipping weight, 90 pounds.

**Number 1868**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 58 inches; height of foot, 36 inches; approximate shipping weight, 105 pounds.







**Number 1866**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 50 inches; height of foot, 34 inches; approximate shipping weight, 95 pounds.



**Number 1882**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1 inch; height of head, 50 inches; height of foot, 34 inches; approximate shipping weight, 99 pounds.



**Number 15311**  
**LaBelle Decoration**  
Widths, 3-0, 3-6,  
4-0, 4-6

Hand decorated steel bed; pillars, 2 inches square; top rod, 1½ inches square; bottom rod, 1½ inches square; fillers, 1 inch square; height of head, 52 inches; height of foot, 36 inches; approximate shipping weight, 104 pounds.

# Profitable, Satisfactory Sales!

**Y**OUR customers will appreciate the *classic proportions* of these beds — styles never possible in old-fashioned “iron.”

The *porcelain-like finish* of the enamel, flowed over the burnished steel, is a selling argument valuable in direct ratio to its enhanced beauty and increased durability.

The *light weight* that gives free caster movement and minimizes scarred floors and torn rugs and carpets, has a strong appeal for the home owner.

The *permanent, welded, chillless construction* which makes head and foot each one solid, continuous unit, affords you an unanswerable sale-closing argument—for this is a feature to be found on *no other steel beds*; it belongs exclusively to Simmons and is fully protected by *basic United States patents*.

Even if these beds had not been standardized in the minds of the consumers by national advertising, you could still safely *confine* your steel bed stock to those of Simmons make.

*For their actual, tangible better value would be enough of itself to sell them!*



**—Show Them to Your Customers**

**Number 1653**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top rod, 2 inches; bottom rod, 2 inches; filling rods, 1½ inches; height of head, 59½ inches; height of foot, 36½ inches; approximate shipping weight, 119 pounds.

**Number 1660**  
**Steel Bed**  
Widths, 3-6, 4-0,  
4-6

Pillars, 3 inches; cross rod, 1½ inches; filling rods, 1½ inches; height of head, 57 inches; height of foot, 37 inches; approximate shipping weight, 114 pounds.

**Number 1661**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top rod, 2 inches; bottom rod, 2 inches; filling rods, 2 inches; height of head, 57 inches; height of foot, 37 inches; approximate shipping weight, 113 pounds.







**Number 1656**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top rod, 2 inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 56½ inches; height of foot, 36½ inches; approximate shipping weight, 100 pounds.



**Number 1655**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 56½ inches; height of foot, 36½ inches; approximate shipping weight, 95 pounds.



**Number 1534**  
**Steel Bed**  
Widths, 4-6 only

Pillars, 2½ inches; top rod, 2 inches square; bottom rod, 1½ inches; 11 filling rods, 1½ inches; height of head, 56½ inches; height of foot, 36½ inches; approximate shipping weight, 106 pounds.

# How Simmons Designs and Finishes



**T**HE light steel that permits Simmons Beds to be made in tubing of improved proportions with weight reduced, also allows *many new designs and finishes*.

The Simmons Steel Bed of today is unexcelled in beauty by *any* type of bed made.

Now that design in Simmons Steel Beds is no longer restricted by mechanical limitations, the best achievements of furniture makers of all ages *can be attained in steel* with a surety that provides *enduring style*.

This is a selling fact of extreme importance to the retailer; for it permits the sale of a Simmons Steel Bed in *complete accord* with *other* furniture. *It directly relates your sales of Simmons Steel Beds to other bedroom pieces in your stock. And it enables you to suggest the purchase of other items that harmonize with the bed your customer selects.*

Again, in finish, Simmons Steel Beds offer you similar selling aid. Wood-grain facsimiles in red or brown Mahogany, Circassian or American Walnut and Oak allow harmonies that offer sale-making suggestions never before possible.

**Get these Beds on Your Floors**

**Number 1515**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 56½ inches; height of foot, 36½ inches; approximate shipping weight, 84 pounds.

**Number 1118**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 56 inches; height of foot, 36 inches; approximate shipping weight, 82 pounds.

**Number 1122**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 1½ inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 56 inches; height of foot, 36 inches; approximate shipping weight, 85 pounds.







**Number 1123**  
**Steel Bed**  
Widths, 3-0, 3-6  
4-0, 4-6

Pillars, 2 inches; top rod, 1 1/4 inches; bottom rod, 1 1/8 inches; filling rods, 1 1/8 inches; height of head, 56 inches; height of foot, 36 inches; approximate shipping weight, 76 pounds.



**Number 1495**  
**Steel Bed**  
Widths, 3-0, 3-6  
4-0, 4-6

Pillars, 2 inches; top rod, 1 1/4 inches; bottom rod, 1 1/8 inches; filling rods, 1 1/8 inches; brass top mounts; height of head, 52 inches; height of foot, 35 1/2 inches; approximate shipping weight, 75 pounds.



**Number 1307**  
**Steel Bed**  
Widths, 3-0, 3-6  
4-0, 4-6

Pillars, 2 inches; top rod, 1 1/4 inches; bottom rod, 1 1/8 inches; filling rods, 1 1/8 inches; height of head, 53 inches; height of foot, 35 inches; approximate shipping weight, 72 pounds.

# Help You Sell Other Furniture !

**T**HE perfection with which these gnarled and twisted grains are carried out is possible only through the new *pitless smoothness* of Simmons *cold-rolled* steel tube.

It is this *ideal surface* which is also responsible for the *faultless finish* in any color—the soft grays, the delicate greens, the beautiful ivories and popular white, as well as for the delightfully quaint, hand-decorated styles now in such vogue.

Unusual beds, such as these, are *out of competition's reach*. They are the beds that bring you the *longer prices* and *higher profits*. Yet, none the less are they staples—staples, which through Simmons National Advertising, possess *established intrinsic value*.

Leading furniture stores in the largest cities in the country have been featuring Simmons Beds of these types *in their window displays*.

They should be in *your* window.



**and into Your Windows**

*The nationally advertised numbers in the Saturday Evening Post, Ladies' Home Journal, Successful Farming, and Farm Journal for July, August, September, October, November and December are 1898, 1893, 1883, 1844, 1843, 1841, 1840, 1838, 1127, 1118*

**Number 1616**  
**Steel Bed**  
Widths, 3-6, 4-0  
4-6

Pillars, 2 1/2 inches; bottom rod, 1 1/2 inches; filling rods, 1 1/2 inches; husked brass cross tube; height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 95 pounds.

**Number 1531**  
**Steel Bed**  
Widths, 3-0, 3-6  
4-0, 4-6

Pillars, 2 1/2 inches; bottom rod, 1 1/2 inches; filling rods, 1 1/2 inches; height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 96 pounds.

**Number 1528**  
**Steel Bed**  
Widths, 3-0, 3-6  
4-0, 4-6

Pillars, 2 1/2 inches; bottom rod, 1 1/2 inches; filling rods, 1 1/2 inches; height of head, 52 inches; height of foot, 35 inches; approximate shipping weight, 94 pounds.







**Number 1504**  
**Steel Bed**  
Widths 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches continuous; bottom rod, 2 inches; filling rods, 1½ inches; height of head, 58½ inches; height of foot, 38 inches; approximate shipping weight, 95 pounds.



**Number 1518**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches; bottom rod, 1¼ inches; filling rods, 1½ inches; height of head, 52 inches; height of foot, 35 inches; approximate shipping weight, 80 pounds.



**Number 1450**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom rod, 1¼ inches; filling rods, 1½ inches; husked brass cross tube, height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 84 pounds.

# What it means *that* Simmons



**N**O dealer can afford to stock merchandise on which prices must be cut to sell it. For a cut in prices means a reduction in the dealer's profit. What he gives away in cut prices comes out of his own pocket. It cannot come from anywhere else.

Price-cutting is a confession of lack of merchandising ability; to the merchant who knows his business, it is an extreme last resort.

The foresighted merchant only stocks those lines which are already half sold for him at profitable prices before he buys them.

Every dollar that Simmons is spending upon National Advertising is an investment planned for one single purpose—to aid the dealer develop his market for better grades of beds at better prices and profits.

Through National Advertising which helps raise the standards of living, the feeling is engendered in the minds of buyers that they would "rather pay a little more and get something better."

***The Ladies' Home Journal and Saturday Evening Post Have Told***

**Number 1318**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 2 inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 57 inches; height of foot, 37 inches; approximate shipping weight, 91 pounds.

**Number 1398**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top rod, 2 inches; bottom rod, 1½ inches; filling rods, 1½ inches; height of head, 58 inches; height of foot, 38 inches; approximate shipping weight, 86 pounds.

**Number 1305**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches continuous; bottom rod, 1¼ inches; 7 filling rods, 1½ inches; height of head, 58 inches; height of foot, 38 inches; approximate shipping weight, 79 pounds.







**Number 1325**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom rod, 1 1/2 inches; filling rods, 1 1/2 inches; height of head, 52 inches; height of foot, 35 inches; approximate shipping weight, 84 pounds.



**Number 1120**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom rod, 1 1/4 inches; filling rods, 1 1/8 inches; height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 80 pounds.



**Number 1121**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom rod, 1 1/4 inches; filling rods, 1 1/8 inches; height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 77 pounds.

# Provides a Ready-made Market!

**T**HERE is no question about the *importance* to you of the bed business. Each of your customers spends *a third of life in bed*. Bed and Spring sales are 10 percent or more of the average furniture store's entire volume. Beds are *the one, great, universal line* handled by *every* furniture store.

Thus, what Simmons is now doing, becomes of *supreme* importance to you as a retail furniture dealer.

Simmons National Advertising and Merchandising Service is giving you a *standardized staple*, differentiating it from *all other* staples of the same *kind*, lifting it out of the *competitive* class and assuring *you better prices and better profits*.

That the world's largest manufacturer of metal beds and springs should do this for the furniture trade is eminently fitting.

As time goes on and the Simmons name on beds, springs, cribs and other Simmons Products become *increasingly* well known, the *right* to sell the Simmons line will become *more and more valuable*.



**Your Customers About THESE Beds. These Are the Ones to Order!**

**Number 1397**  
**Steel Bed**  
Widths, 3-6, 4-0,  
4-6

Pillars, 2 inches continuous; bottom rods, 2 inches; filling rods, 2 inches; height of head, 58 inches; height of foot, 38 inches; approximate shipping weight, 74 pounds.

**Number 1391**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches continuous; bottom rod, 1 1/4 inches; filling rods, 1 1/8 inches; height of head, 52 inches; height of foot, 35 inches; approximate shipping weight, 76 pounds.

**Number 1393**  
**Steel Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches continuous; bottom rod, 1/4 inch; filling rods, 1/4 inch; height of head, 52 inches; height of foot, 35 inches; approximate shipping weight, 70 pounds.







**Number 4363**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 1½ inches square continuous, with 2-inch center; bottom tube, 1¼ inches square; cross tube, 1¼ inches square; filling tubes, 1 inch; height of head, 52 inches; height of foot, 34½ inches; approximate shipping weight, 155 pounds.



**Number 4546**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1¼ inches; bottom tube, 1¼ inches; filling tubes, 1-inch; height of head, 50¼ inches; height of foot, 34½ inches; approximate shipping weight, 145 pounds.



**Number 4537**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches square; top tube, 1½ inches square; bottom tube, 1¼ inches square; filling tubes, 1 inch square; height of head, 56¼ inches; height of foot, 35¼ inches; approximate shipping weight, 157 pounds.

# Why the Confidence of the Public is



**S**IMMONS Brass Beds, as illustrated here, give the *foresighted* merchant an opportunity to take advantage of Simmons National Advertising. For whole pages, *in color and in black and white*, have been devoted to them in the leading magazines.

Home owners are ready to give their *preference* to Simmons Brass Beds when the dealer offers them. And those dealers who, in their local advertising, are saying, not merely "Beds" but "*Simmons Beds*," are reaping the benefits *in sales at profitable prices*.

With Simmons name established to your customers as assuring a *definite* measure of bed value, calculate for yourself how much it adds to the interest of *your* bed advertising to say "Simmons."

For the point is that Simmons Brass Beds are *standardized staples*—beds known by name to the purchasing public.

## Order these Advertised Brass Beds NOW

**Number 7102**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches continuous; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 58 inches; height of foot, 37 inches; approximate shipping weight, 158 pounds.

**Number 6405**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 58½ inches; height of foot, 37½ inches; approximate shipping weight, 136 pounds.

**Number 6404**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; bottom tube, 2 inches; filling tubes, 2 inches; height of head, 58½ inches; height of foot, 37½ inches; approximate shipping weight, 148 pounds.







**Number 6410**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches continuous; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 54 $\frac{3}{4}$  inches; height of foot, 33 $\frac{3}{4}$  inches; approximate shipping weight, 122 pounds.



**Number 6244**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches continuous; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 54 $\frac{3}{4}$  inches; height of foot, 33 $\frac{1}{2}$  inches; approximate shipping weight, 117 pounds.



**Number 6480**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1 $\frac{1}{4}$  inches square; bottom tube, 1 inch; cross tube, 1 $\frac{1}{4}$  inches; filling tubes, 1 inch; height of head, 54 $\frac{3}{4}$  inches; height of foot, 35 inches; approximate shipping weight, 141 pounds.

# Established *in* Simmons Brass Beds!

**A** BRASS bed *with Simmons name on the foot-rail*, where the public have been educated to look for it, is more than merely metal made into bed shape. It is a piece of merchandise which National Advertising has associated in their minds with *fixed quality*.

To American buyers, Simmons name stands for *definite bed standards*—furniture that they are *prepared to accept* when you offer it.

This is the seed implanted by Simmons in the minds of *consumers* which makes one woman say to another: “Yes, the bed I bought is a *genuine Simmons!*” She is *proud* to own it.

And this is the form taken by the *public confidence* that makes, of *Simmons Beds*, merchandise on which you do *not* have to cut prices—or *profits*.

Then too, what is *most important to you*, Simmons Brass Beds assure you of *permanently satisfied customers*. For they *fully substantiate* everything said about them in Simmons National Advertising.



**and Standardize Your Bed Profits!**

**Number 6887**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1 inch; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 53 $\frac{1}{2}$  inches; height of foot, 33 $\frac{1}{2}$  inches; approximate shipping weight, 122 pounds.

**Number 6662**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1 $\frac{1}{2}$  inches; bottom tube, 1 $\frac{1}{2}$  inches; filling tubes, 1 $\frac{1}{2}$  inches; height of head, 56 $\frac{1}{2}$  inches; height of foot, 36 inches; approximate shipping weight, 149 pounds.

**Number 6595**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1 $\frac{1}{4}$  inches; bottom tube, 1 inch; filling tubes, 1 inch; height of head, 53 inches; height of foot, 33 inches; approximate shipping weight, 115 pounds.







**Number 6698**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2 inches; top tube, 1½ inches; bottom tube, 1½ inches; filling tubes, 1½ inches; height of head, 58 inches; height of foot, 37½ inches; approximate shipping weight, 139 pounds.



**Number 7389**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches; top tube, 1½ inches; bottom tube, 1½ inches; filling tubes, 1½ inches; height of head, 58 inches; height of foot, 37½ inches; approximate shipping weight, 146 pounds.



**Number 7385**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 2½ inches; top tube, 2 inches square; bottom tube, 1½ inches; filling tubes, 1½ inches; height of head, 58 inches; height of foot, 37½ inches; approximate shipping weight, 153 pounds.

# Order Now ~ Start Simmons



**D**EALERS who recognize that this underlying current of thought exists for Simmons Brass Beds, will play up their *beauty* and *quality* in talking to customers and thus turn what may be only a tendency of idea *into sales at profitable prices*. When customers look upon any article as *the standard of its kind*, they do not haggle about cost.

Apply this *principle* to Simmons Brass Beds—consider what Simmons National Advertising *means* to you and how you can *directly* benefit from it.

Page-size magazine advertising creates *impressions* and it is upon impressions that nine-tenths of all *sales* are made. Your customer who sees a Simmons Brass Bed pictured in the magazines and has implanted in her mind a suggestion of its quality, is already *half* sold.

When she reads *your* local newspaper advertising of the same bed—or sees it in *your* window—or on *your* floor—she is ready, if she be in the market for a bed, for *you* to *complete* the sale. Price becomes a secondary consideration because, even though she may not *say* so, *that* is the bed she *wants*.

## *These Simmons Beds Mean Greater Profits for You*

**Number 8263**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top tube, 2 inches; bottom tube, 2 inches; filling tubes, 2 inches; height of head, 58½ inches; height of foot, 38½ inches; approximate shipping weight, 172 pounds.

**Number 8074**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top tube, 1½ inches; bottom tube, 1½ inches; filling tubes, 1½ inches; height of head, 58½ inches; height of foot, 38 inches; approximate shipping weight, 176 pounds.

**Number 8266**  
**Brass Bed**  
Widths, 3-0, 3-6,  
4-0, 4-6

Pillars, 3 inches; top tube, 2 inches; bottom tubes, 2 inches; filling tubes, 2 inches; height of head, 59½ inches; height of foot, 39 inches; approximate shipping weight, 171 pounds.







**Number 204**  
**Steel Crib —**  
**Sliding Side**  
Widths, 2-0, 2-6,  
3-0

Pillars,  $\frac{1}{4}$ -inch continuous; top rod sides,  $\frac{1}{4}$  inch; bottom rod sides,  $\frac{1}{8}$  and  $\frac{1}{4}$  inch; filling rods,  $\frac{1}{8}$  and  $\frac{1}{4}$  inch; height of head, 45 inches; height of foot, 45 inches; depth of sides, 19 inches; Simmons fabric; approximate shipping weight, 68 pounds.



**Number 221**  
**Steel Crib —**  
**Sliding Side**  
Widths, 2-6, 3-0

Pillars,  $1\frac{1}{8}$  inches continuous; bottom tubes  $\frac{7}{8}$ -inch; filling rods,  $\frac{1}{2}$ - and  $\frac{3}{8}$ -inch; top and bottom side tubes,  $\frac{7}{8}$ -inch; height of head, 45 $\frac{1}{2}$  inches; height of foot, 45 $\frac{1}{2}$  inches; depth of sides, 19 $\frac{1}{2}$  inches; approximate shipping weight, 101 and 105 pounds.



**Number 229**  
**Steel Crib**  
Widths, 2-6, 3-0

Pillars  $1\frac{1}{8}$  inches continuous; bottom tubes  $\frac{5}{8}$  inches; filling rods,  $\frac{1}{2}$  inch; height, 43 inches; depth of sides, 18 $\frac{1}{2}$  inches; approximate shipping weight (2-6), 79 pounds.

# Service Working for You Today!

**Y**OU, being in the furniture business, know *other* beds. But put yourself in the position of your *customers* who know only *one* bed make by name—*Simmons!* The *logical* thing for you to do, at once becomes obvious. Stock *Simmons* Beds. *Now!*

Work with Simmons Advertising Department. Use the monthly *Advertising Calendar* they prepare and time your local advertisement to appear *simultaneously* with Simmons National Announcements. Advertise the different Simmons styles *at the same time* *Simmons* does. Have these styles on display in your window at least *when* *Simmons* shows them in the *magazines*.

Utilize to the full, *every* Merchandising Aid that Simmons offers and make your store known as the store that offers these *standard* beds *by which all others are judged*.

*Include the increasing value of the Simmons franchise among your good-will assets*—in addition to present profits. Select the numbers you want from those shown in *this* book and *order them today* from the Simmons Branch Warehouse or Simmons distributor *nearest* you.

Make beds a *more* profitable part of your business!

**Show Simmons Advertised Cribs on Your Display Floors**



**Number 228**  
**Steel Crib**  
**New Light Steel**  
**Construction**  
Widths, 2-6, 3-0

Pillars,  $1\frac{1}{2}$  inches round; top rod,  $1\frac{1}{4}$  inches; sides,  $1\frac{1}{8}$  inches; bottom rod,  $1\frac{1}{8}$  inches; sides,  $1\frac{1}{8}$  inches; filling rods,  $1\frac{1}{8}$  inches; sides,  $\frac{5}{8}$ -inch; height of head, 46 $\frac{1}{2}$  inches; height of foot, 46 $\frac{1}{2}$  inches; depth of side, 24 inches; approximate shipping weight (2-6), 86 pounds.

**Number 2373**  
**Sliding Side Wood**  
**Crib**  
Width, 2-6

Made in 2-6 x 4-6 size only. Posts,  $1\frac{1}{2}$  inches; head and foot, 39 $\frac{1}{2}$  inches high; side and end rails,  $1\frac{1}{8}$  inches; spindles,  $\frac{1}{2}$ -inch square; sides, 20 inches high; head rails, 2x1 $\frac{3}{4}$  inches; hard maple. Finish, natural or imitation walnut, mahogany, or cherry. Varnished. Also made in solid oak, antique finish. Very desirable in white enamel finish; Simmons fabric; approximate shipping weight, 80 pounds.

**Number 21027**  
**Hand Decorated**  
**Wood Crib —**  
**Noah's Ark Design**  
Width 30 inches

Pillars,  $1\frac{1}{2}$  inches square; top rail,  $1\frac{1}{8}$  inches; bottom rail,  $1\frac{1}{8}$  inches; fillers,  $\frac{5}{8}$  inch; height of head, 42 $\frac{3}{4}$  inches; height of foot, 34 $\frac{5}{8}$  inches; hand-decorated panel, 27 x 5 inches; approximate shipping weight, 73 pounds.

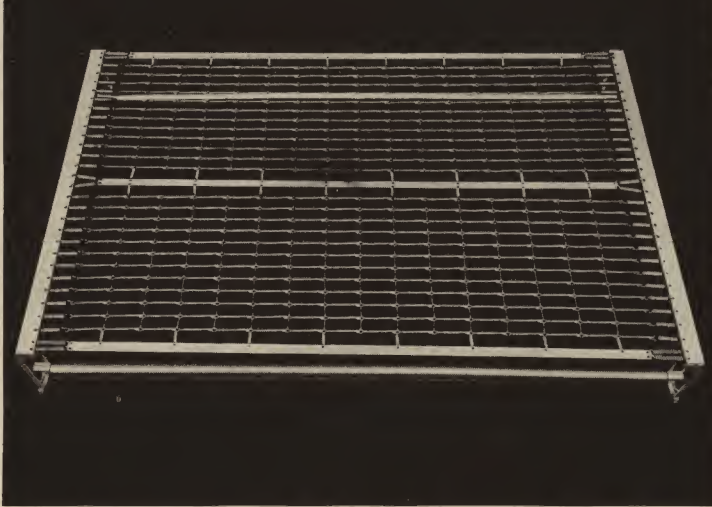






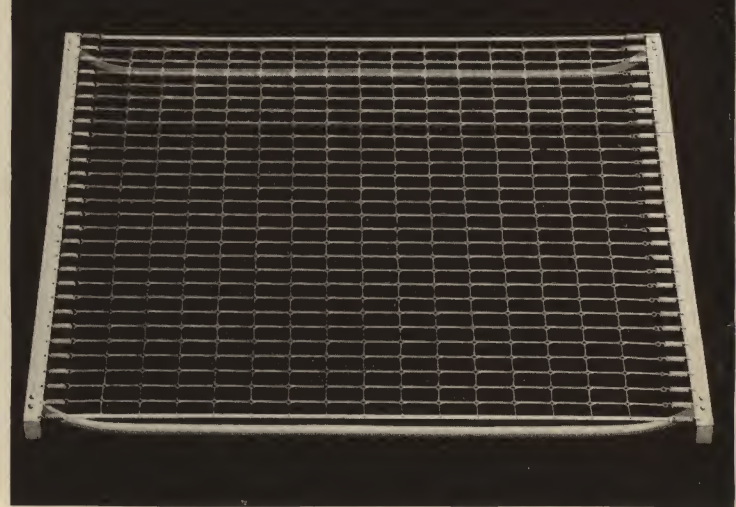
**Number 3506**  
**Simmons Fabric**  
**Mattress**

Simmons patent twisted, galvanized, rust-proof fabric. Side rails, 1½-inch tubing. Angle steel end rails. Fabric is elevated six inches above side rails by double riser, malleable corner castings. Frame is finished in oxidized copper. Fabric edged with steel bands and attached to end angles by highly tempered helicals, which cause an equal distribution of weight, no matter how great. Approximate shipping weight, 55 pounds.



**Number 3526**  
**Simmons Fabric**  
**Mattress**

Simmons patent twisted, galvanized, rust-proof fabric with 1¼-inch bands on sides and in center. Side rails, 1½ inch tubing. Fabric is elevated six inches above side rails by double riser malleable corner castings. Center band is attached to fabric on both sides by small helical springs. Fabric and bands attached to end rails by helicals. Frame finished in oxidized copper. Approximate shipping weight, 57 pounds.



**Number 3528**  
**Simmons Fabric**  
**Mattress**

Simmons patent twisted, galvanized, rust-proof fabric with band edges. Angle end rails and 1¼-inch bent pipe side rails. Fabric attached to end angles by highly-tempered helical springs. Frame is finished in oxidized copper. Approximate shipping weight, 46 pounds.

# Let Simmons Springs Add the Final



**E**VERY Simmons advertisement ends with the words: "Always Buy a Simmons Spring for a Simmons Bed."

The instructions of every dealer to his salesmen should be the logical complement of this phrase: "Always *sell* a Simmons Spring *with* a Simmons Bed."

Make the Simmons prestige which obtains *ready acceptance* for beds give you simplified spring sales at *satisfactory prices*.

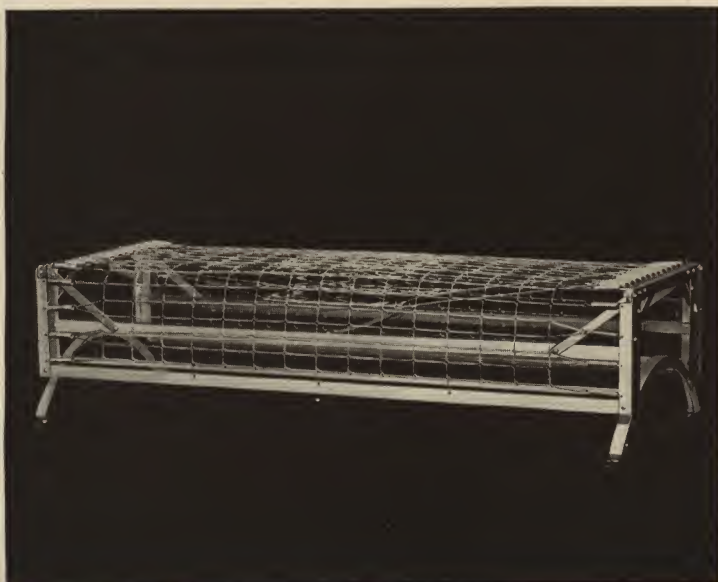
Although Simmons operates *the largest spring factory in the world*, Simmons Springs stand for more than mere volume of production and consequent reasonable prices.

The *hundred or more styles of springs* which Simmons makes enable every purchaser to pick the *exact* spring wanted—a *resiliency to suit every temperament*. *Ideals of sleeping comfort vary*; in Simmons Springs, you have the selling argument of being able to offer the *particular* type of spring preferred.

## These are the Springs and Couches Simmons

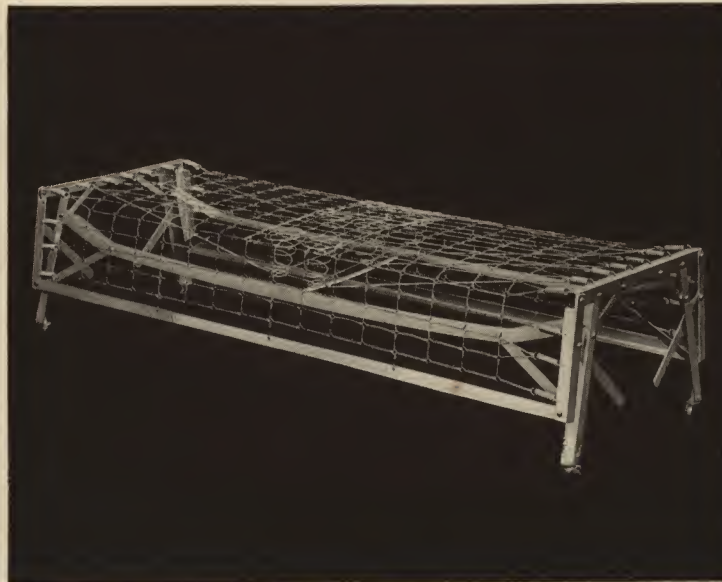
**Number 2025**  
**Steel Sanitary**  
**Divan**

Strong all-steel frame. Simple and positive locks. Simmons patent twisted, galvanized, rust-proof fabric attached to end angles by oil-tempered helicals and supported by 9 heavy coil springs attached to end angles by heavy helicals. Finished in oxidized copper. Shipped K. D. Height of seat, 19 inches; width of seat, 23 inches; length, 74 inches; width open, 49½ inches; shipping weight, 65 pounds.



**Number 2033**  
**Steel Folding**  
**Divan**

Strong all-steel frame. Simple and positive locks. Simmons patent twisted, galvanized fabric attached to end angles by oil-tempered helicals and supported by 6 heavy coil springs attached to end angles by heavy helicals. Oxidized copper finish. Shipped K. D. Easily and quickly set up. Width of seat, 22 inches; height of seat, 16 inches; width open, 43½ inches; shipping weight, 50 pounds.

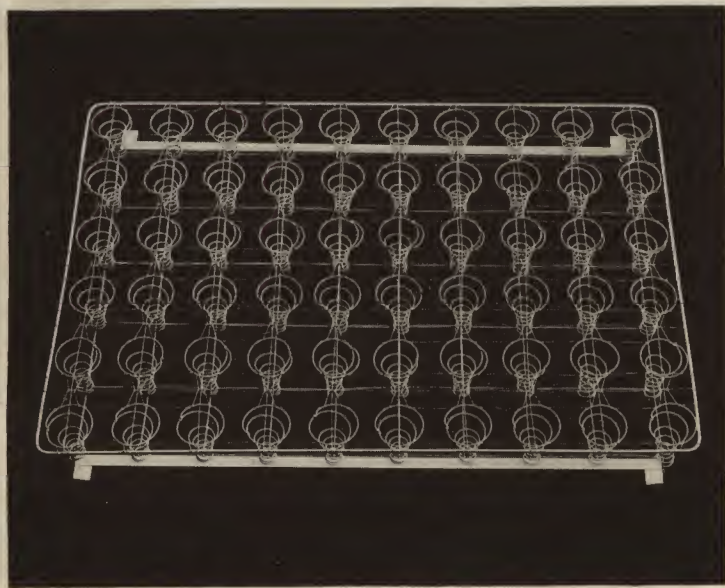


**Number 2039**  
**Steel Folding Cot**

Continuous 1½ inch tube pillars. Angle steel end and side rails. Simmons patent twisted, galvanized, rust-proof fabric. Finished oxidized copper. Folds perfectly flat. Fabric, 14¾ inches from floor; height of ends, 24 inches; approximate shipping weight, 44 pounds.

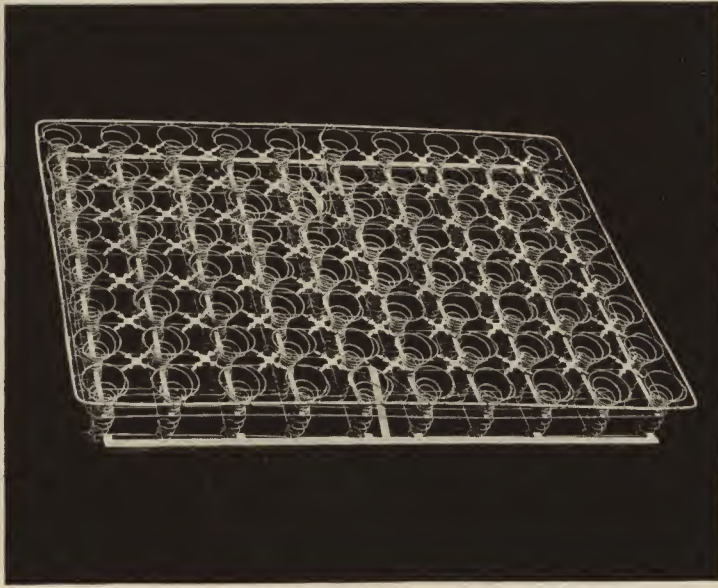






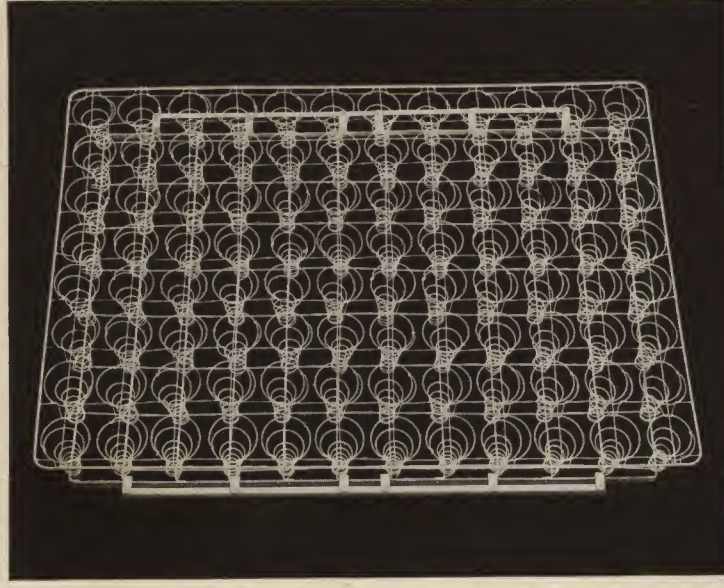
**Number 2426**  
**Spiral Spring Bed**

Best grade high carbon steel wire, oil-tempered at 800 degrees Fahrenheit. Sixty continuous wind, extra heavy spirals attached to steel slat bottom. Angle steel side rails. Extra heavy 1/2-inch border wire and double crimp top construction. Finished in oxidized copper. Packed four in a bundle. Approximate shipping weight (4), 280 pounds.



**Number 2452**  
**Spiral Spring Bed**

Best grade, high carbon steel wire, oil tempered at 800 degrees Fahrenheit. Eighty continuous wind, heavy spirals attached to frame of steel bands, the ends of which are shaped to rest upon the side rails of the bedstead. Requires no separate slats. Each coil is connected with each adjacent coil by small helical springs, making a most elastic and comfortable spring. Steel plates which connect helicals and coils are finished in oxidized copper. The balance of the spring is japanned. Approximate shipping weight, 60 pounds.



**Number 2411**  
**Spiral Spring Bed**

Best grade, high carbon steel wire, oil-tempered at 800 degrees Fahrenheit. Ninety-six continuous wind spirals attached to frame of steel bands; 1/4-inch border wire. Made with steel strip sides which rest on the side rails of the bedstead. Requires no separate slats. Japanned. Fitted with our patent interlocking top. Approximate shipping weight (6), 378 pounds.

# Touch of Satisfaction to Each Sale!

**A**ND your opportunity for *range of price* is equally broad, giving you a style to meet the requirements of every pocketbook.

It is this great *style and price variety* which makes Simmons Springs fit so perfectly into the merchandising needs of *skillful* retailers. For, like beds, *springs are a product with a hundred percent appeal*—required by all. Yet, unlike beds, ideas of what constitutes the *perfect spring* are widely divergent.

The store that is able to supply *every purchaser* with *every type* of spring under a *standardized name* has gone far toward solving the problem of *assured sales at stabilized prices and profits!*

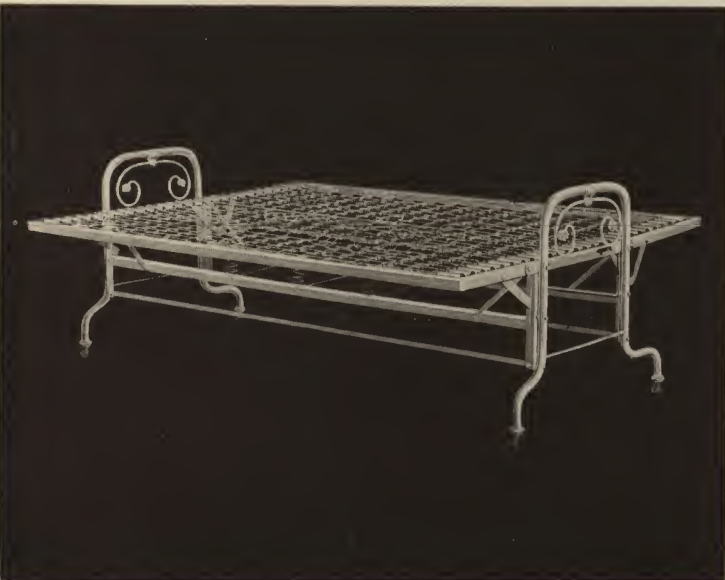
Through Simmons *twenty-one branch warehouses* and Simmons distributors located advantageously throughout the United States, you are assured of *prompt deliveries.*



**is Selling for You. Put Them in Stock**

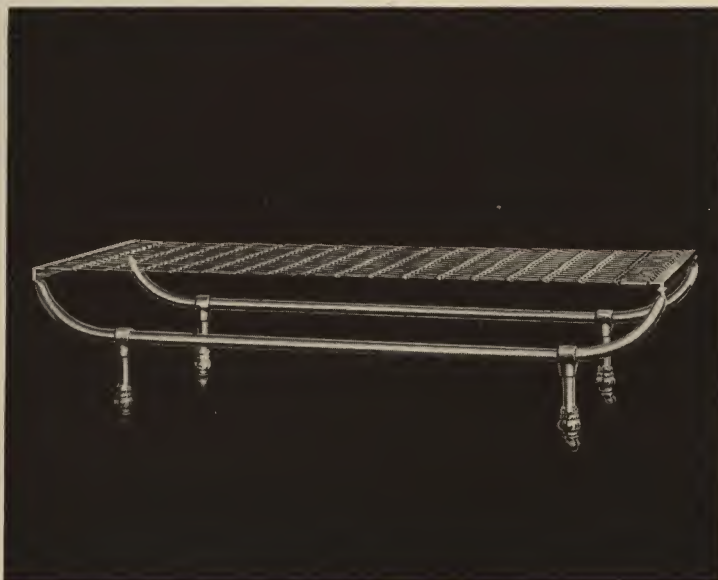
**Number 2049**  
**Steel Folding Davenport**

Strong steel frame. Posts and arms 1 1/2-inch tubing. Scrolls on arms. Simple and positive locks. Oil-tempered helicals and spirals. Simmons fabric. Frame finished in oxidized copper. Shipped K. D. Height of back, 18 inches; width of seat, 21 inches; length, 74 inches; width open, 53 inches; approximate shipping weight, 79 pounds.



**Number 2014**  
**Steel Folding Divan**

Very simple and practical. Strong all-steel frame, constructed of 1 1/2-inch tubing. Oil tempered helicals. Fabric is constructed of finest quality wire and will never sag. Frame finished in oxidized copper. Extra large, high grade ball bearing casters. Width of seat, 30 inches; height of seat, 17 inches; length, 75 inches; approximate shipping weight, 46 pounds.



**Number 2021**  
**Steel Folding Cot**

Angle steel posts. Angle steel ends and side rails. Simmons fabric. Finished in oxidized copper. Folds perfectly flat. Fabric 14 1/2 inches from floor; height of ends, 19 inches; carried in stock in two widths, 2-3 x 6-0 and 2-9 x 6-0; approximate shipping weight (3-6 width), 31 pounds.







What Simmons Service has done and is doing for others, it can do for *you*. On request, our Advertising Department will send you *all the facts in detail*.

# SIMMONS COMPANY

*The World's Largest Makers of Metal Beds and Springs*

Factories: Kenosha, Wisconsin; San Francisco, California

*Branch Warehouses at:* Boston, New York, Philadelphia, Baltimore, Richmond, Va., Pittsburgh, Buffalo, Cleveland, Cincinnati, Atlanta, Detroit, Toledo, Indianapolis, Chicago, St. Louis, St. Paul-Minneapolis, Denver, Seattle, Portland, Ore., San Francisco, Los Angeles





# Other Dealers find Simmons Service Helps them Sell Beds at a Profit!

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